

Our Instructional Design Approach: Video Transcript

Here at LCL we approach instructional design projects with a proven project framework.

We follow the **five-step ADDIE** instructional design model and pair it with agile project management to ensure success. We find that breaking a project down into phases is a great way to stay aligned with our clients as we make progress on our goals together.

For quality assurance we always do 2 rounds of feedback: first our team does an internal review and then we send it to you for your input.

1. Then, we **ANALYZE** what we've heard and define the problem we're trying to solve, ensuring we have the content and context we need to design the solution. We'll also confirm the delivery format and the level of accessibility that's right for your users because user-centric design is so important. We put this all together and present our recommendations to you in a Learning Plan. This becomes our collective Project Plan with all the milestones and all the deliverables we'll be working on together.
2. Alright, now the fun part! We then **DESIGN** the learning experience together. Working with your team, we collaborate and brainstorm to draft storyboards, video scripts, and learner activities so you can start to see your vision come to life. As part of this process, we'll optimize our designs for your delivery tool and start prototyping so you can confirm we're aligning with your brand.
3. And now we're ready to build it! In the **DEVELOPMENT** phase, we put it all together. You'll experience the product from start to end, including all the visuals, interactions and functionality just like your user would. And at this stage you can bring in pilot testers, and we can also provide accessibility testing.

4. Now it's launch time! When everything is ready, we work with you to **IMPLEMENT** and go live. We'll set up the course delivery in your LMS, publish and perform final tests, provide systems training, and make sure you have everything you need for rollout.
5. In the last and most important step, we **EVALUATE** your learning experience. We measure for effectiveness and impact and ensure you receive the results you're looking for.

As you can see, this five-step approach called **ADDIE** guides how we apply instructional design best practices to create the most impactful learning product within your scope and budget.

We'd love to provide a custom proposal for you. Drop us a line and we'll set up a call to chat more.

We can't wait to hear about your projects!